

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Entrecap Corp.		01/14/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Pacific World Corporation		
Street Address:	25800 Commercentre Drive		
City:	Lake Forest		
State/Country:	CALIFORNIA		
Postal Code:	92630		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2818905	COSMEDIC	
Registration Number:	1779972	EVERYONE WILL NOTICE. NO ONE WILL KNOW	
Registration Number:	2389640		
Registration Number:	1775688	QUIK FIX	
Registration Number:	2854756	SUPER NATURAL	
CORRESPONDENCE DATA			
Fax Number:	(615)244-6804		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	615-850-8741		
Email:	rfelber@wallerlaw.com		
Correspondent Name:	Robert P. Felber, Jr.		
Address Line 1:	511 Union Street		
Address Line 2:	Suite 2700		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	015600.90213		

OP \$140.00 2818905

NAME OF SUBMITTER:	Robert P. Felber, Jr.
Signature:	/ROBERT P. FELBER, JR./
Date:	01/14/2009
Total Attachments: 3 source=Entrecap Assignment#page1.tif source=Entrecap Assignment#page2.tif source=Entrecap Assignment#page3.tif	

**ASSIGNMENT OF TRADEMARKS, ACCOMPANYING
APPLICATIONS/REGISTRATIONS AND GOODWILL**

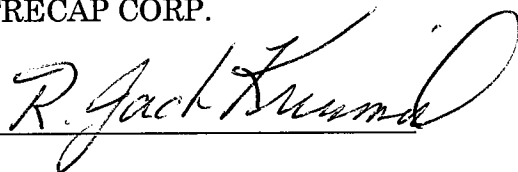
Effective as of January 14, 2009 (the "Effective Date") for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ENTRECAP CORP., a California corporation with offices at 25800 Commercentre Drive, Lake Forest, California 92630-8803 (the "Assignor"), does hereby sell, assign, transfer and set over to PACIFIC WORLD CORPORATION, a California corporation with offices at 25800 Commercentre Drive, Lake Forest, California 92630-8803 (the "Assignee"), all of Assignor's rights, title and interest in and to the trademarks listed on Exhibit A attached hereto (the "Marks"), the applications and registrations therefor, any renewals or extensions of such registrations, and all rights therein and thereto in the United States, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

Assignor agrees to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignor's right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, the parties hereto have caused this assignment to be signed by an individual thereto duly authorized, all as of the Effective Date.

ASSIGNOR:

ENTRECAP CORP.

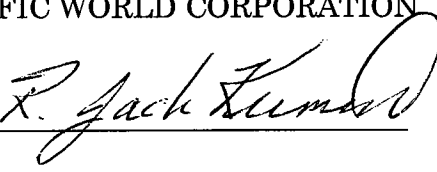
By: 

Name: R. Jack Krimmel

Title: Executive Vice President

ASSIGNEE:

PACIFIC WORLD CORPORATION

By: 

Name: R. Jack Krimmel

Title: Executive Vice President

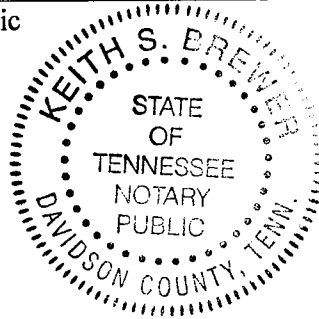
STATE OF TENNESSEE)
)
COUNTY OF SUMNER)

Before me, KEITH S. BREWER, a Notary Public of the State of Tennessee, personally appeared R. Jack Krimmel, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be the Executive Vice President of ENTRECAP CORP., the within named Assignor, and that he, as such officer, executed the foregoing instrument for the purposes therein contained, by signing on behalf of the corporation in his capacity as such officer.

Witness my hand and seal, in Gallatin, Tennessee, this 14th day of January, 2009.

Keith S. Brewer
Notary Public

My Commission Expires: 3/21/09



STATE OF TENNESSEE)
)
COUNTY OF SUMNER)

Before me, KEITH S. BREWER, a Notary Public of said County and State, personally appeared R. Jack Krimmel, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be the Executive Vice President of PACIFIC WORLD CORPORATION, the within named Assignee, and that he, as such officer, executed the foregoing instrument for the purposes therein contained, by signing on behalf of the corporation in his capacity as such officer.

Witness my hand and seal, in Gallatin, Tennessee, this 14th day of January, 2009.

Keith S. Brewer
Notary Public

My Commission Expires: 3/21/09

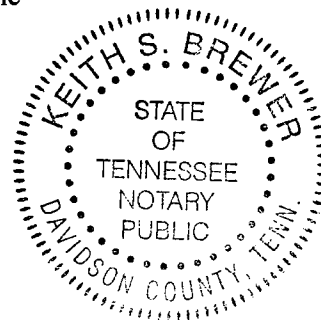


EXHIBIT A

**ASSIGNMENT OF TRADEMARKS, ACCOMPANYING
APPLICATIONS/REGISTRATIONS AND GOODWILL**

The Marks

<u>Trademark</u>	<u>Registration No./Serial No.</u>
COSMEDIC	Registration No. 2,818,905
EVERYONE WILL NOTICE. NO ONE WILL KNOW	Registration No. 1,779,972
Miscellaneous Design	Registration No. 2,389,640
QUIK FIX	Registration No. 1,775,688
SUPER NATURAL	Registration No. 2,854,756